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## Germany

**Post:** Berlin

### Germany Expects Rebound of Cherry Production

**Report Categories:**

Stone Fruit

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**Report Highlights:**

German total cherry production for CY 2014 is estimated at 51,900 MT of which sweet cherries comprise 36,300 MT and tart/sour cherries 15,600 MT. This is a 38 percent increase compared to the below average production in CY 2013. The favorable weather conditions (mild and dry conditions during flowering) are the main factor behind the rebound in production.

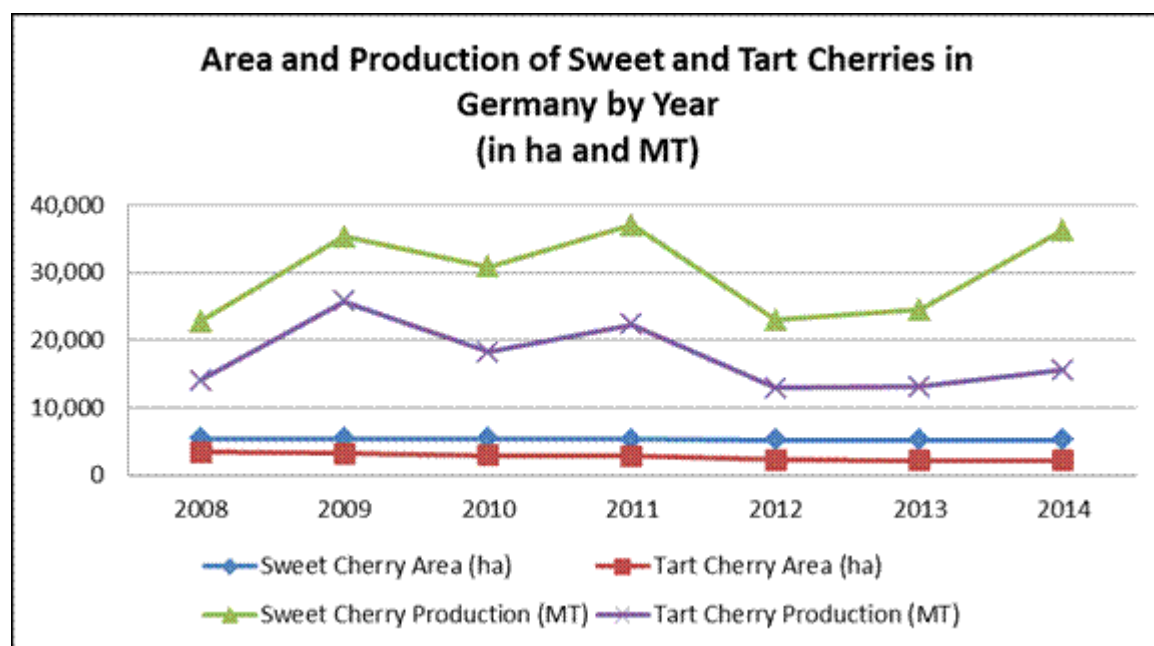
## General Information:

### Production:

German total cherry production for CY 2014 is estimated at 51,900 MT of which sweet cherries comprise 36,300 MT and tart/sour cherries 15,600 MT. This is a 38 percent increase compared to the below average production in CY 2013. The favorable weather conditions (mild and dry conditions during flowering) are the main factor behind the rebound in production.

### Area

While the German sweet cherry area remained stagnant at 5,200 ha in 2013, the area for tart cherries was further reduced to 2,212 ha. However, the decline in tart cherry area was not as severe as in the previous years. The decline in area is a result of strong competition from other EU member states. According to German industry sources, other member states such as Hungary and Poland have lower production costs and are more competitive than German producers. For sweet cherries Germany is more competitive as most of the production is for fresh consumption and consumers are willing to pay a premium for locally produced cherries.



Source: FAS Berlin based on data from German Federal Office of Statistics (Destatis)

### Consumption:

In Germany, cherries are considered a seasonal product and stocked in supermarkets mainly during the German marketing season (July/August). Peaches in contrast, which are hardly grown in Germany, are stocked year round. This explains the lower per capita consumption of cherries (2 kg) compared to peaches (3.6 kg). Nonetheless, consumption of cherries is twice as high as for plums (1.1 kg).

The use of tart cherries for processing is relatively stable and roughly amounts to 75-90 percent of the

German domestic production. The majority of tart cherries are used for canning (over 80 percent), while the remainder finds its way into juice production. The percentage of sweet cherries used for processing fluctuates between 20 and 50 percent depending on the weather during harvest. The better the weather, the lower the processing share, while rain damage increases the percentage that goes into canning and distillation into spirits.

#### **Trade:**

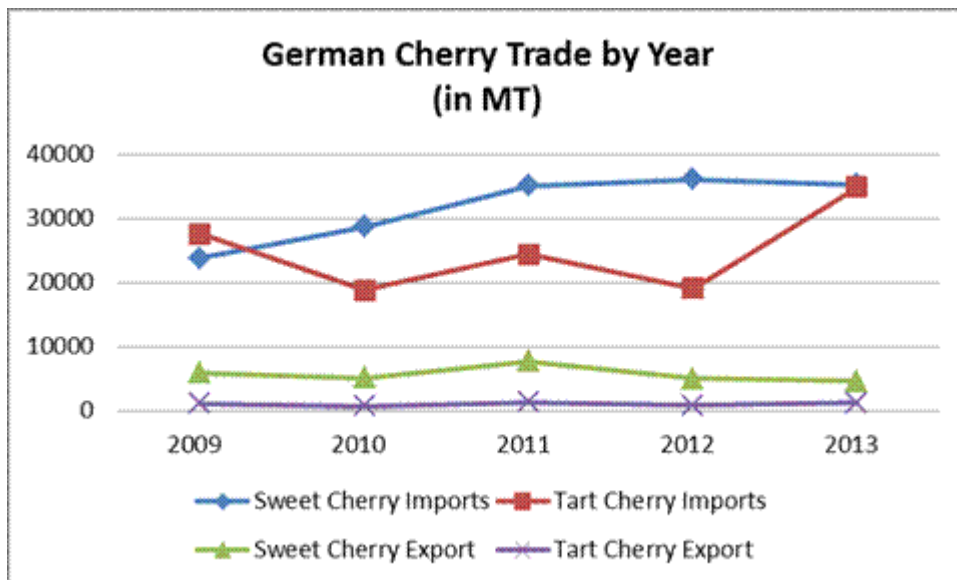
German imports vary between 45,000 and 70,000 MT of cherries annually. The majority originates from other EU member states, mainly Austria, Italy and Spain for sweet cherries and Hungary, Poland, and the Czech Republic for tart cherries. The largest non-EU suppliers are Turkey for sweet cherries and Serbia for tart cherries. For 2014, imports are forecast to decline partly due to the good domestic harvest. In addition, the industry reportedly holds large stocks of processed cherry products which are expected to result in a reduction of processing and in turn a reduction of tart cherry imports.

#### **Top 10 Origins for German Cherry Imports by Calendar Year**

Partner Country	Calendar Year				
	2009	2010	2011	2012	2013
World	51,331	47,378	59,375	55,126	70,178
Intra-EU-28	47,372	44,217	55,906	50,010	57,961
Extra EU 28	3,960	3,161	3,469	5,116	12,217
Hungary	13,208	12,662	14,810	9,898	15,539
Austria	11,768	12,889	12,948	14,477	13,924
Serbia	2,832	1,764	2,121	3,492	7,974
Italy	2,854	2,218	9,016	5,256	5,062
Poland	2,375	1,110	1,625	4,752	4,927
Spain	6,360	4,102	5,411	4,762	4,527
Turkey	510	915	896	1,052	4,086
Netherlands	1,570	2,920	2,707	3,314	3,618
Greece	2,535	2,842	1,821	1,885	3,236
Denmark	1,850	-	545	975	2,292
Other	5,469	5,956	7,475	5,263	4,993

**Source: Global Trade Atlas**

Germany exports less than 10 percent of its total cherry supply: 5,000 to 9,000 MT in recent years. Main destinations are other EU member states such as Austria, Belgium, France, and the United Kingdom. Largest destination outside of the EU is Switzerland.



## Marketing:

### Trade fairs

In the EU, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major international trade fair for the fruit and vegetable trade is held each February in Berlin, Germany.

<b>Fruit Logistica</b> Berlin, Germany (Interval: yearly) Target Market: Germany/EU/Central & Eastern Europe Good venue for exhibiting fresh and dried fruit, nuts and related products <a href="http://www.fruitlogistica.de">http://www.fruitlogistica.de</a>	Next Fair:  February 04-06, 2015
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For organic products there is a special trade fair held annually in Nuremberg, Germany.

<b>Bio Fach</b> Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe The leading European trade show for organic food and non-food products <a href="http://www.biofach.de">http://www.biofach.de</a>	Next Fair:  February 11-14, 2015
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## Related reports:

### Results of German Fruit Tree Census

[Fresh Deciduous Fruit Stone Fruit|Berlin|Germany|2/28/2013

This report summarizes the results of the 2012 German fruit tree census and developments in the variety

mix of apples and pears. While 14 percent of the German deciduous fruit farms have stopped operating since the previous census in 2007, total planted area only decreased by 3 percent. However, there was a shift towards apples whose area was expanded by 1 percent at the expense of tart cherries, plums, and pears, whose area decreased by 33, 11, and 4 percent, respectively.

[Results of German Fruit Tree Census Berlin Germany 2-22-2013](#)

**Product Brief Fresh Deciduous Fruit Citrus Fresh Fruit Stone Fruit  
Strawberries|Berlin|Germany|2/18/2011**

Germany is one of the largest markets for fruit in Europe. The relative affluence of its population of 82 million people makes it an attractive outlet for exporters from many countries. This product brief highlights certain aspects of the German fruit market for U.S. exporters to utilize existing market opportunities and properly market their product in Germany.

[Product Brief Fresh Fruits Berlin Germany 02-08-2011](#)